

GOVERNMENT OF TELANGANA
ABSTRACT

ITE&C Department - IMAGE Policy - Incentives - Sanction and Release of GAME Production Cost for an amount of Rs.5,00,000/- (Rupees Five Lakhs only) in favour of M/s.2Pi Interactive Private Limited, Hyderabad - Orders - Issued.

**INFORMATION TECHNOLOGY, ELECTRONICS & COMMUNICATIONS (Promotions)
DEPARTMENT**

G.O.Rt.No. 37

Dated: 05-03-2018
Read the following:

1. IMAGE Policy issued vide G.O.Ms.No.03, ITE&C Dept, dt:06.04.2017.
2. Application dt:29.06.2017 of M/s.2Pi Interactive Private Limited, Hyderabad.
3. Minutes of the 2nd CCAVCGI meeting held on 07.08.2017.
4. Minutes of the 3rd CCAVCGI meeting held on 06.12.2017.
5. G.O.Rt.No.756, Finance (EBS.I) Department dt:27.04.2017.
6. U.O.Note.No.122/ITE&C/Budget/2017, dt:03.05.2017.

ORDER:

Government in the IMAGE Policy issued vide G.O. reference 1st read above have ordered for provision of certain incentives to the eligible Animation, Visual effects, Comics & Gaming (AVCG) Industry in order to ensure overall development of AVCG Industry in the State. In pursuance of the said orders, M/s.2Pi Interactive Private Limited, Hyderabad vide reference 2nd read above has submitted an application for reimbursement of GAME Production Cost incentive.

2. As per IMAGE Policy, 20% cash back of the project cost would be reimbursed if 80% of the production cost of that project is incurred in Telangana by using Telangana talent. This incentive is applicable to Gaming Companies which has developed online, mobile, console Game. The total reimbursement will be upto a maximum of Rs.5 lakhs per Game for one company per annum for a period of three years, which is produced on their own and marketed in their brand name. The allowable production costs are Manpower cost, Materials & Print and Professional Services. Units /companies to be eligible for said incentives should show case 2 lakhs collective downloads on IOS, Google Play or windows or the Game should be Award winning /nominated at National/International reputed Gaming Conclaves.

3. The total amount incurred by the company towards Game Production Cost is Rs.31,86,200/- for the period May, 2016 to April, 2017. As per the IMAGE Policy, 20% will be reimbursed, which amounts to Rs.6,37,240/-. But the upper limit is upto Rs.5 lakhs only. As such, the company is eligible for reimbursement of Game Production Cost for an amount of Rs.5 lakhs only.

4. The 3rd CCAVCGI (Consultative Committee on Animation, Visual effects, Comics & Gaming Industry) vide reference 4th read above recommended that M/s.2Pi Interactive Private Limited, Hyderabad is eligible for reimbursement of GAME Production Cost.

5. In the G.O. reference 5th read above, the Finance Department has released BRO for the 1st quarter i.e. from April to June, 2017 for the Financial Year 2017-18 under the Head of Account:330 - Subsidies for an amount of Rs.3 crores.

6. Taking into consideration the recommendations of CCAVCGI vide reference 4th read above, Government after careful consideration, hereby sanction and release an amount of Rs.5,00,000/- (Rupees Five Lakhs only) in favour of M/s.2Pi Interactive Private Limited, Hyderabad towards GAME Production Cost.

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7. The amount sanctioned in Para.6 above shall be debited to the following Head of Account:

3451	: Secretariat Economic Services
MH 090	: Secretariat
GH (25)	: State Sector Schemes
SH (22)	: ITE&C Department
330	: Subsidies

8. The Assistant Secretary to Government & D.D.O., ITE&C Department shall draw the amount of Rs.5,00,000/- (Rupees Five Lakhs only) sanctioned in Para.6 above and arrange for payment duly applying the TDS in favour of M/s.2Pi Interactive Private Limited, Hyderabad.

9. M/s.2Pi Interactive Private Limited, Hyderabad shall submit advance stamped receipt for Rs.5,00,000/- (Rupees Five Lakhs only) to this Department in duplicate.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

JAYESH RANJAN
PRINCIPAL SECRETARY TO GOVERNMENT

To
M/s.2Pi Interactive Private Limited, Plot No.50, 1st floor, Silicon Valley, Madhapur, Hyderabad.
The Accountant General (Audit), Telangana, Hyderabad
The Accountant General (A&E), Telangana, Hyderabad
The Director of Treasuries and Accounts, Telangana, Hyderabad
The District Treasury Officer, Urban, Hyderabad
The Pay and Accounts Officer, Telangana, Hyderabad
The Resident Audit Officer O/o Pay and Accounts Officer, Telangana, Hyderabad
The Assistant Secretary to Government & DDO, ITE&C Department

Copy to:
Fin. (EBS.I) Department
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// FORWARDED :: BY ORDER //

SECTION OFFICER